



State of Utah

Tourism Profile

Statewide Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002	% Change 2001-2002	AAPC 1997-2001(o)
DEMOGRAPHIC									
Population	2,099,400	2,141,600	2,193,000	2,193,000	2,247,000		2,296,000	2.2%	1.7%
Total Non-Ag Employment	994,000	1,023,500	1,050,000	1,075,000	1,081,685		1,074,000	-0.7%	2.1%
Non-Ag Avg Monthly Wage	\$2,114	\$2,207	\$2,291	\$2,401	\$2,470		\$2,509	1.6%	4.0%
Per Capita Income	\$21,156	\$21,594	\$22,203	\$23,410	\$24,033		\$24,157	0.5%	3.2%
Unemployment Rate	3.8%	3.8%	3.9%	3.3%	4.4%		6.1%	1.7%	3.7%
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	\$4,000	\$4,100	\$4,200	\$4,250	\$4,150	\$4,259	\$4,142	-2.7%	0.9%
Travel & Tourism Related Employment	112,000	117,000	121,500	125,500	128,500	101,409	101,164	-0.2%	3.5%
Direct Tourism-Related Employment	62,500	65,500	68,100	70,400	72,089	69,566	69,398	-0.2%	3.6%
Indirect Tourism-Related Employment	49,500	51,500	53,400	55,100	56,411	31,843	31,766	-0.2%	3.3%
TOURISM TAX REVENUES (millions)									
State & Local Tax Revenues from Traveler Spending	\$320.0	\$328.0	\$336.0	\$340.0	\$321.0	\$338	\$329.0	-2.7%	0.1%
State Tax Revenues	\$236.8	\$242.7	\$248.6	\$251.6	\$236.8	\$249.0	\$243.0	-2.4%	0.0%
Local Tax Revenues	\$83.2	\$85.3	\$87.4	\$88.4	\$84.2	\$89.0	\$86.0	-3.4%	0.3%
Gross Taxable Room Rents	\$519.2	\$540.4	\$545.3	\$567.7	\$578.4		\$666.7	15.3%	2.7%
Transient Room Tax	\$16.7	\$17.4	\$17.5	\$18.2	\$17.4		\$20.0	14.9%	1.0%
Restaurant Tax	\$17.4	\$18.7	\$20.0	\$21.0	\$21.9		\$23.6	7.8%	6.0%
Car Rental Tax	\$5.0	\$7.2	\$12.7	\$12.9	\$12.9		\$12.4	-4.0%	26.5%
Gross Taxable Retail Sales	\$26,828.7	\$28,646.8	\$29,998.5	\$31,645.0	\$32,426.0		\$32,512.0	0.3%	4.9%
STATEWIDE VISITATION COUNTS									
Visits by Non-Resident Travelers	17,400,000	17,800,000	18,200,000	17,700,000	17,300,000		17,300,000	0.0%	-0.1%
Visits by International Travelers	720,000	638,000	687,000	700,000	600,000		610,000	1.7%	-4.5%
Traffic Count at Interstate Borders	18,696,000	19,590,000	20,675,000	20,817,000	21,824,000		22,834,035	4.6%	3.9%
I-15 UT/AZ Traffic Count	5,796,000	6,139,000	6,359,000	6,397,000	6,674,000		7,206,925	8.0%	3.6%
I-15 UT/ID Traffic Count	2,682,000	2,900,000	3,001,000	3,001,000	3,091,000		3,176,230	2.8%	3.6%
I-70 UT/CO Traffic Count	1,951,000	2,127,000	2,351,000	2,315,000	2,494,000		2,617,780	5.0%	6.3%
I-80 UT/WY Traffic Count	4,294,000	4,375,000	4,731,000	4,862,000	5,083,000		5,238,845	3.1%	4.3%
I-80 UT/NV Traffic Count	1,893,000	1,935,000	2,006,000	2,011,000	2,220,000		2,261,540	1.9%	4.1%
I-84 UT/ID Traffic Count	2,081,000	2,115,000	2,227,000	2,231,000	2,263,000		2,332,715	3.1%	2.1%
Total Nat'l. Park Recreation Visits	55,372,300	5,466,100	5,527,500	5,322,300	4,946,500		5,148,000	4.1%	-45.3%
Arches National Park	858,500	837,200	870,000	786,400	754,000		769,700	2.1%	-3.2%
Bryce Canyon National Park	1,174,800	1,166,300	1,081,500	1,099,300	1,068,600		886,400	-17.1%	-2.3%
Canyonlands National Park	432,700	436,500	446,200	401,600	368,600		375,600	1.9%	-3.9%
Capitol Reef National Park	625,700	656,000	680,200	612,700	527,800		523,500	-0.8%	-4.2%
Zion National Park	2,445,500	2,370,000	2,440,000	2,432,300	2,227,500		2,592,800	16.4%	-2.3%
Total Nat'l. Mon. & Rec. Area Visits	5,758,400	5,821,100	6,414,300	5,645,900	5,475,500		5,045,600	-7.9%	-1.3%
Total State Park Visits	7,184,600	6,879,300	6,768,000	6,555,300	6,075,500		5,755,800	-5.3%	-4.1%
Salt Lake Int'l. Airport Passengers	21,068,300	20,297,400	19,944,600	19,900,800	18,819,100		18,652,800	-0.9%	-2.8%
Utah Skier Visits	3,101,700	3,144,300	2,976,700	3,278,300	2,974,600		3,141,200	5.6%	-1.0%
Utah Welcome Center Visits	750,600	764,600	733,200	731,800	660,400		676,800	2.5%	-3.1%
Hotel/Motel Occupancy Rates	68.0%	63.8%	61.6%	60.9%	59.9%		62.1%	2.2%	-3.1%

Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology. See the methodology section in the appendix for details.

State of Utah Tourism Profile

Land Ownership - 1999		
	No. of Acres	% Total
Total Acres in State	54,132,902	100.0%
Federal Government	34,599,495	63.9%
BLM	22,671,492	41.9%
US Forest Service	7,210,617	13.3%
National Recreation Areas	1,125,497	2.1%
National Parks	900,788	1.7%
National Wildlife Refuge	62,032	0.1%
USFS & BLM Wilderness Area	764,951	1.4%
Other*	1,864,120	3.4%
State Government	5,466,066	10.1%
Utah State Parks & Recreation	73,371	0.1%
Utah State Wildlife Reserves	388,003	0.7%
State Sovereign Lands	1,500,000	2.8%
State Trust Lands	3,504,691	6.5%
American Indian	2,388,724	4.4%
Private**	11,678,616	21.6%

*Includes Military and Bankhead Jones land

**May include some local government land

